

CLI Participants and Their Roles

The CLI is a voluntary initiative that depends upon extensive Stakeholder participation. The many Stakeholder groups involved in the CLI have included: consumer product manufacturers; retailers; marketers; trade associations; environmental labeling program practitioners; government (federal, state, and local) agencies, including non-U.S. government agencies; EPA Partners; academics; public interest groups; consumer groups; environmental groups; health and safety professionals; standard-setting organizations; media groups; interested companies; and individual citizens.

All Stakeholders with an interest in labeling issues concerning consumer products have been encouraged to participate. Stakeholders have been actively involved in project planning, implementation, review, and comment. Stakeholders have provided particularly valuable input in identifying possible deficiencies in current labels and in suggesting options for changes to EPA programs not directly related to product labels. Individual consumers also participated in qualitative and quantitative aspects of the research.

Role of the EPA

The EPA staff directed the project and worked with Stakeholders on all aspects of the CLI, oversaw the qualitative research, and prepared the Phase I and Phase II reports. After considering the input from Task Force members and CLI Partners, the EPA made certain decisions and recommendations about some policy questions and issues that arose during the project. Dissenting opinions were always invited, and a wide diversity of viewpoints is reflected in the findings.

Role of the CLI Task Force Members

The CLI Task Force was created by the EPA to provide direction for the initiative. The Task Force consisted of federal, state, and other regulatory entities that have expertise and/or interest in labeling issues. The Task Force helped to determine the overall direction of the project, provided input on the development of the research plan, shared labeling-related experience and knowledge, and participated in the design and execution of the CLI research. Appendix 1-2 includes the complete list of Task Force members.

Role of EPA Partners

After the Task Force was set in motion, the EPA invited all interested entities and individuals to become “CLI Partners” and participate regularly and on a long-term basis in the CLI. In Phase II, the Partners worked on, and were crucial to, the design, testing, and execution of qualitative and quantitative research; funded quantitative research; provided information sources for the literature review; reviewed sections of this report; and donated their considerable experience and expertise to the research process. The active CLI Partners included a number of businesses holding significant market shares of these product categories, and trade associations related to manufacturing and distributing indoor insecticide, outdoor pesticide, and household cleaner

products. Partners also helped to disseminate information on the CLI to their members and colleagues. They also assembled and organized comments and ideas from their membership for presentation to the EPA. Appendix 1-3 lists the CLI partners.

Stakeholder Outreach

Success of the CLI required the involvement of many project Stakeholders. Over the course of both phases of the CLI, hundreds of individuals and organizations expressed interest in the initiative. These Stakeholders included consumer advocacy groups, environmental groups, consumers, health and safety professionals and organizations, international groups, government agencies, manufacturers of consumer household products, and retailers (for a listing of CLI Stakeholders, please refer to Appendix 1-4). The CLI Partners attempted to identify the particular interests of individual Stakeholders and the most effective ways to communicate with and learn from them. Communication methods that were utilized to identify and communicate with Stakeholders included the following:

- # press conferences and public announcements for all important milestones in the CLI, such as the Phase I and Phase II recommendations;
- # public meetings, announced and publicized several months in advance, at which Stakeholder feedback was actively sought;
- # news releases;
- # publication and dissemination of CLI informational memos to EPA staff, Partners, Task Force Members, subgroup members, and other participants;
- # publication and dissemination of consumer-oriented CLI “Updates” to all parties that had expressed interest;
- # posting of all published materials on the CLI website, in a form that could be downloaded or printed online;
- # publication of the names, telephone numbers, and e-mail addresses of CLI project leaders at the EPA;
- # active encouragement of participation by new Stakeholders;
- # identification of important points for feedback on the CLI process and content;
- # solicitation of written comments on public notices printed in the *Federal Register*; and
- # informational meetings of Stakeholders with the EPA management and staff.

Other Participants in the CLI

Other businesses that participated in the CLI included:

- # Abt Associates Inc., which, under contract to EPA, in Phase I reviewed the literature and Stakeholder comments and wrote the Phase I report; and in Phase II coordinated work of many participants, as well as performed research, helped to develop questions for the quantitative research, and wrote the Phase II report;
- # Macro International, which, under contract to EPA, conducted the qualitative research in Phase I, and the First Aid one-on-one interviews in Phase II;
- # The Newman Group, Ltd., which, under contract to EPA, performed the qualitative survey research in Phase II; and
- # National Family Opinion Research (NFO), which, under contract to one or more CLI Partners, performed the quantitative survey research in Phase II.